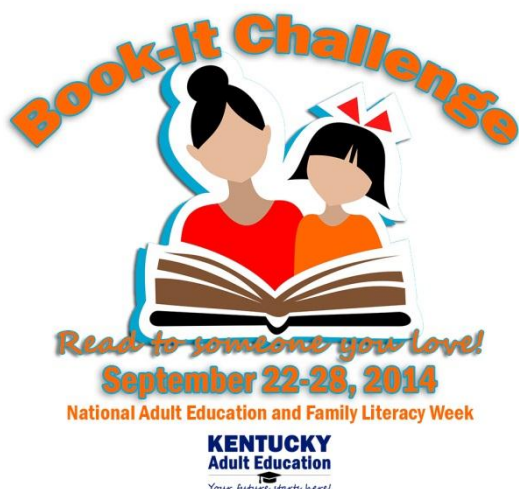


INTRODUCING THE BOOK-IT CHALLENGE – Another great activity for NAEFL Week (September 22-28)

The following email was sent to all programs.



What is the Book-It Challenge?

The Greenup County Adult Education program wanted to host something that was similar to the popular ice bucket challenge – but less messy and with an adult education focus. It was such a great idea that we wanted to suggest it as a possible National Adult Education and Family Literacy Week activity for everyone.

What has been created is called the “Book-It Challenge,” for which we are suggesting that programs encourage all the folks they know to take a picture or shoot a video featuring an adult reading to someone s/he loves; in most cases, this will be a child. This picture or video would then be posted on the local program and/or Kentucky Adult Education Facebook page(s). Local

programs are free to design their Book-It Challenge, but some ideas and suggested elements are listed below.

Book-It Challenge Ideas & Suggested Elements

- If you don't have a Facebook page, you may want to ask participants to e-mail you pictures only, which you could then print and post in your center. Please forward these e-mails to missy.brownson@ky.gov, and they will be posted at www.facebook.com/KYAdultEducation.
- If you do have a Facebook page, you may want to ask participants to e-mail their submissions to you rather than allowing them to post directly on your page. This allows you to better ensure that nothing inappropriate is shared on your page. Please forward these e-mails to missy.brownson@ky.gov, and they will be posted at www.facebook.com/KYAdultEducation.
- Encourage a variety of individuals and groups to participate, from adult education students and staff to local dignitaries, as well as community and civic organizations and local businesses.
 - Suggested groups/organizations include: public libraries, community centers, United Way, churches, Department for Community-Based Services, Rotary Club, Lions Club, etc.
 - You may choose to do this as a true “challenge” and encourage a little healthy competition among local organizations to see who can submit the most photos/videos.

- Be sure to include a tie-in between the services adult education provides to parents (current and future) and the academic/future success of your community's children. ([Click here](#) for the "Impact of Parents' Educational Attainment on Children's Educational Success" document for compelling statistics and quotes.)
- You may want to ask local businesses to show support by donating prizes that you could use for a drawing from all submissions you receive. Regardless of whether or not this is viable, you may encourage people to participate for the cause and the promise of "fame."

Please [click here](#) for the Book-It logo seen above to this e-mail.

Please keep me updated on your NAEFL Week activities – and, as always, let me know how I may help you!

Missy

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